



TOKYO SUMMER OLYMPICS

Less than a year away, things are starting to heat up around the Summer Olympics. Here's what you need to know.

WHERE

Tokyo, Japan

WHEN

July 23 – August 8

THE EVENTS

In its second time hosting the Summer Olympics, Tokyo will feature:

11,000+
Athletes

From 206
Countries

339 Gold
Medals



With 5 New Sports
Karate, Skateboarding,
Basketball 3x3, Sport
Climbing, Surfing

Tokyo Japan is
13 hours ahead
of New York

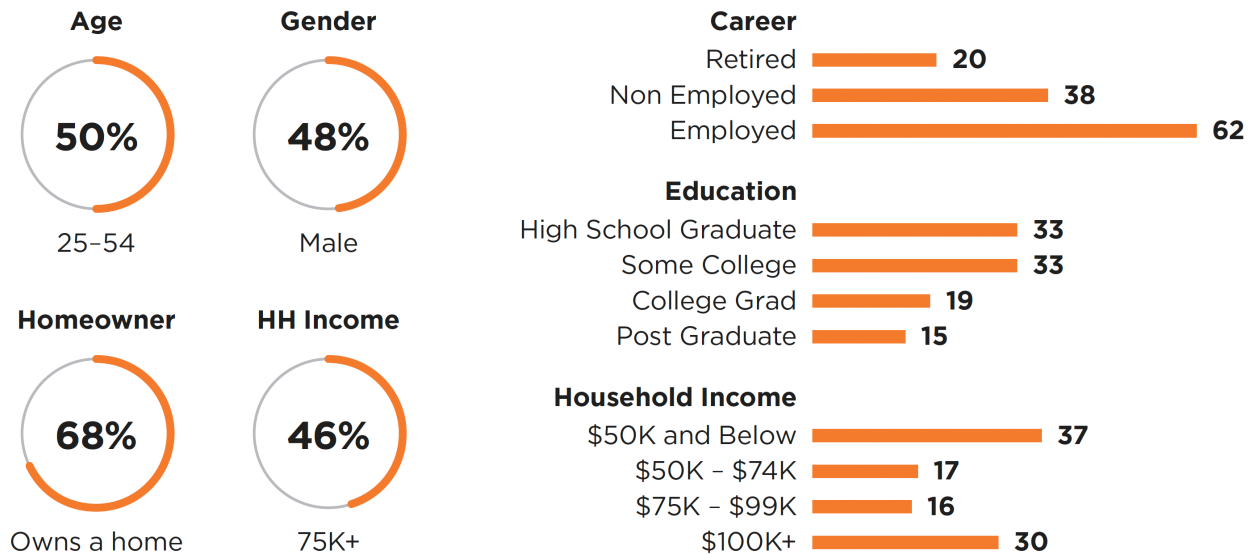
When it's noon
in Tokyo, it's **11pm**
the preceding day
in New York

ET = -13 hours / CT = -14 hours
MT = -15 hours / PT = -16 hours

The 2016 Summer Olympics reached more than 133 million people on cable alone.¹



HERE'S WHO'S WATCHING²



Olympics viewers are among the heaviest TV & internet users²

67%
Spend
5+ hours a
week online

+9%
More likely to visit
Xfinity.com in the
past 30 days

68%
Have shopped
online in the
past month

91%
Accessed the
internet in the
past 30 days

Ways Internet/Apps are used²

+34%
More likely to watch
live sports on a
tablet, smartphone
or computer

+34%
More likely to go
online to look for
sports scores/
updates

+32%
More likely
to participate in
fantasy football
or other sports

+11%
More likely
to look up
automotive info

Sources: 1. Nielsen NPower. Live+SD 2- International Olympics Committee. 2016 Marketing Report. 2. Scarborough USA+ (Jul17-Nov18).